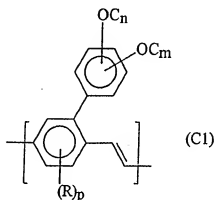


IN THE CLAIMS

Please amend the claims as follows:

Claims 1-12 (cancelled)

13. (currently amended) Aryl-substituted poly-p-arylenevinylene consisting of a repeating unit of the formula (Cl),



in which $-OC_n$ and $-OC_m$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN , Cl , F , CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit $-X-$ represents a single bond, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^2)-$ or $-N(R^2)CO-$;

wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic C_1-C_{20} alkyl group or together a C_1-C_{20} alkylene group, in which ~~the~~ C_1-C_{20} alkyl or C_1-C_{20} alkylene group one or more hydrogens are optionally substituted by F or a C_4-C_{12} aryl group and/or one or more non-adjacent $-CH_2-$ units are optionally substituted by C_4-C_{12} arylene, $-O-$, $-S-$, $-CO-$, $-COO-$, $-OCO-$, $-SO-$, $-SO_2-$, $-N(R^3)$ or $-N(R^3)CO-$, and where R^3 is C_1-C_{20} alkyl, or in which R is a C_4-C_{12} aryl group which may or may not be substituted,

said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service

life of said organic electroluminescent device to at least 45 h when said electroluminescent device is driven at a constant current, at an initial brightness of 200 Cd/m^2 , and at an ambient temperature of 80°C .

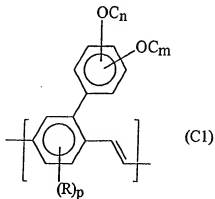
14. (previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein $m = n$.

15. (previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein $-\text{OC}_m$ and/or $-\text{OC}_n$ is 2-methylpropyloxy.

16. (previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 15 wherein the repeating unit (C1) is a 2-(3', 4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

17. (currently amended) An organic electroluminescent device comprising:

an aryl-substituted poly-p-arylenevinylene ~~comprising~~
consisting of a repeating unit of the formula (C1),



in

which -

$-\text{OC}_m$ and $-\text{OC}_n$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2

or SO_3Z wherein Z is a monovalent cation, or in which R is $-\text{XR}^1$ wherein the unit $-\text{X}-$ represents a single bond, $-\text{O}-$, $-\text{S}-$, $-\text{CO}-$, $-\text{COO}-$, $-\text{OCO}-$, $-\text{SO}-$, $-\text{SO}_2-$, $-\text{N}(\text{R}^3)-$ or $-\text{N}(\text{R}^2)\text{CO}-$, and wherein R^1 and R^2 are the same or different and constitute a straight-chain branched or cyclic $\text{C}_1\text{-C}_{20}$ alkyl group or together a $\text{C}_1\text{-C}_{20}$ alkylene group, in which $\text{C}_1\text{-C}_{20}$ alkyl or $\text{C}_1\text{-C}_{20}$ alkylene group one or more hydrogens are optionally substituted by F or a $\text{C}_4\text{-C}_{12}$ aryl group and/or one or more non-adjacent $-\text{CH}_2-$ units are optionally substituted by $\text{C}_4\text{-C}_{12}$ arylene, $-\text{O}-$, $-\text{S}-$, $-\text{CO}-$, $-\text{COO}-$, $-\text{OCO}-$, $-\text{SO}-$, $-\text{SO}_2-$, $-\text{N}(\text{R}^3)$ or $-\text{N}(\text{R}^3)\text{CO}-$, and where R^3 is $\text{C}_1\text{-C}_{20}$ alkyl, or in which R is a $\text{C}_4\text{-C}_{12}$ aryl group which may or may not be substituted;

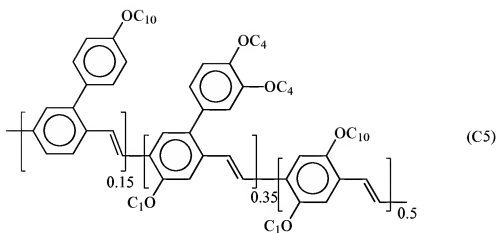
~~said organic electroluminescent device being capable of providing a~~ the service life of said organic electroluminescent device being enhanced to at least 45 h when said device is driven at a constant current, at an initial brightness of 200 Cd/m^2 , and at an ambient temperature of 80°C .

18. (previously presented) An organic electroluminescent device according to claim 17, wherein $m=n$.

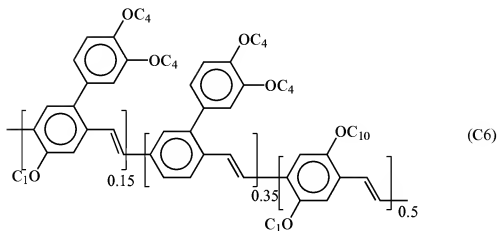
19. (previously presented) An organic electroluminescent device according to claim 17, wherein $-\text{OC}_m$ and/or $-\text{OC}_n$ is 2-methylpropyloxy.

20. (previously presented) An organic electroluminescent device according to claim 19, wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

21. (currently amended) An Aryl-substituted poly-p-arylenevinylene selected from the group consisting of polymers having the formulae:



and



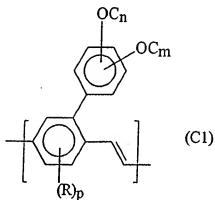
wherein OC_4 is a 2-methylpropyloxy group and OC_{10} is a 3,7-dimethyloctyloxy group,
 said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 800h when said electroluminescent device is driven at a constant current, at

an initial brightness of 100 Cd/m², and at an ambient temperature of 70 °C.

22. (previously presented) An organic electroluminescent device comprising an aryl-substituted poly-p-arylenevinylene as claimed in claim 21 capable of providing a service life of at least 800h when driven at a constant current, at an initial brightness of 100 Cd/m², and at an ambient temperature of 70 °C.

23. (currently amended) An organic electroluminescent device comprising:

an aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which $-OC_m$ and $-OC_n$ are alkoxy groups, m and n are integers from 2 to 6 with $m + n = 8$, p is 1, 2 or 3 and in which R is CN, Cl, F, CF_3 , NO_2 or SO_3Z wherein Z is a monovalent cation, or in which R is $-XR^1$ wherein the unit -X- represents a single bond, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO₂-, -N(R²)- or -N(R²)CO-, and wherein R¹ and R² are the same or different and constitute a straight-chain branched or cyclic C₁-C₂₀ alkyl group or together a C₁-C₂₀ alkylene group, in which ~~in~~ C₁-C₂₀ alkyl or C₁-C₂₀ alkylene group one or more hydrogens